

REMARKS

Claims 1-14 are pending in this application.

Applicant appreciates the courtesies shown to Applicant's representative by Examiner Nguyen in the October 9, 2007 personal interview. Applicant's separate record of the substance of the interview is incorporated into the following remarks.

As agreed at the personal interview, the claims distinguish over the applied references.

The Office Action rejects claims 1-14 under 35 U.S.C. §103(a) over U.S. Patent No. 6,768,482 to Asano et al. (Asano) in view of U.S. Patent No. 6,734,636 to Sanford et al. (Sanford). Applicant respectfully traverses the rejection.

Regarding independent claims 1 and 9, the applied references fail to disclose "a power supply line control circuit to perform impulse driving of the electro-optical element more than once by setting the electric potential of at least one of the first power supply line and the second power supply line to be variable and alternately and repeatedly applying a forward bias and a reverse bias to the electro-optical element during a period of time from the moment in which the scanning line corresponding to the pixel in which the data is to be written is selected, to the moment in which the same scanning line is selected again" as recited in claim 1 and similarly recited in claim 9. As discussed at the personal interview, support for this feature can be found, for example, in Fig. 5.

The Office Action acknowledges that Asano fails to disclose a power supply line that supplies reverse bias to the electro-optical element, but alleges that Sanford cures this deficiency.

Sanford discloses a driving circuit for driving an organic light emitting diode (OLED) which reduces the stress of the driving TFT (col. 4, lines 12-14). A pixel circuit 300 includes OLED 320, connected to NFET Q303 which, in turn, is connected to positive supply voltage Vdd. The other end of OLED 320 is connected to switch 325, which connects to Vss2 (high)

when data is being written to pixel circuit 300, and to Vss1 (low) when the data written to pixel circuit 300 is being read (col. 6, lines 22-27).

The Office Action cites to Sanford as allegedly disclosing impulse driving of OLED 320 with a reverse bias, citing col. 6, lines 21-48. However, as agreed at the personal interview, Sanford does not disclose or suggest impulse driving of OLED 320.

For the foregoing reasons, Applicant respectfully requests withdrawal of the rejection.

In view of the foregoing, it is respectfully submitted that this application is in condition for allowance. Favorable reconsideration and prompt allowance are earnestly solicited.

Should the Examiner believe that anything further would be desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number set forth below.

Respectfully submitted,



James A. Oliff  
Registration No. 27,075

Jonathan H. Backenstose  
Registration No. 47,399

JAO:JHB/gml

Date: October 10, 2007

**OLIFF & BERRIDGE, PLC**  
**P.O. Box 19928**  
**Alexandria, Virginia 22320**  
**Telephone: (703) 836-6400**

<b>DEPOSIT ACCOUNT USE AUTHORIZATION</b> Please grant any extension necessary for entry; Charge any fee due to our Deposit Account No. 15-0461
---